

## Message Text

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ORIGIN COME-00

INFO OCT-01 AF-10 ARA-16 EUR-25 EA-11 NEA-10 ISO-00 EB-11

RSC-01 /085 R

DRAFTED BY COM/OIM/212:CTPRINDEVILLE:LC/MFW

APPROVED BY EB/OCA/REP:LAKLIEFORTH

COM/OIM/PD - MRENNERT (PHONE)

COM/OIM - RSMITH (PHONE)

COM/OIM - EOLSEN (PHONE)

EB/OCA/BR - RCSCISSORS

EB/CBA/OCA - NSLAKAS AF - JWHITE

EUR - RMEIMA ARA/ECP - ECOHEN

NEA/RA - HMONTGOMERY

EA/RA - RWHITE

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R 262238Z OCT 73

FM SECSTATE WASHDC

TO AMEMBASSY BOGOTA

AMEMBASSY CANBERRA

AMEMBASSY KINSHASA

AMEMBASSY THE HAGUE

INFO AMEMBASSY TEHRAN

UNCLAS STATE 212100

E.O. 11652: N/A

TAGS : BEXP, CO, AS, CG, IR, NL

SUBJECT : COUNTRY COMMERCIAL PROGRAM QUARTERLY EVALUATION

REF : STATE 44071

1. ALTHOUGH THREE (NETHERLANDS, AUSTRALIA AND IRAN) PILOT PROGRAMS REMAIN UNDER STATE/COMMERCE DISCUSSION RE FORMAT AND PRESENTATION, DEPARTMENTS UNDERSTAND THAT ALL PILOT COUNTRY MISSIONS HAVE BEEN OPERATING ON BASIS THAT CCP IN EFFECT SINCE BEGINNING OF FISCAL YEAR.

2. DEPARTMENTS APPRECIATE THAT TRADE DATA AND OTHER BASES  
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FOR MEASURING PERFORMANCE AGAINST QUANTIFIED GOALS WILL

NOT BE AVAILABLE FOR SOME TIME, BUT BELIEVE IT USEFUL TO EXAMINE NOW OTHER ASPECTS OF PILOT CCPS AS ELEMENT OF PREPARATION FOR UNDERTAKING FY-1975 COUNTRY COMMERCIAL PROGRAM (TO INVOLVE SOME 35 MAJOR-MARKET COUNTRIES, INCLUDING ADDRESSEES).

3. ACCORDINGLY DEPARTMENTS REQUEST THAT ACTION ADDRESSEES EVALUATE SUITABILITY AND EFFECTIVENESS OF PILOT CCPS FROM EXPERIENCE GAINED IN FIRST QUARTER FY-1974, PARTICULARLY AS REGARDS FOLLOWING CONSIDERATIONS, AND REPORT FINDINGS BY CABLE:

A. WHAT PROBLEMS OF COORDINATION, IF ANY, HAVE THERE BEEN WITHIN THE MISSION IN THE IMPLEMENTATION OF THE CCP?

B. ARE CCP TARGETS AND PRIORITIES STILL VALID IN TERMS OF HOST-COUNTRY CURRENT ECONOMIC SITUATION?

C. IS MISSION WORK-PROGRAM REALISTIC IN TERMS OF POST MANPOWER AND FUNDS RESOURCES? IS RESOURCE ALLOCATION IN FACT AS PROGRESS?

D. IS MISSION ACCUMULATING DATA-BASE FOR FUTURE EVALUATION OF CURRENT CCP TARGETS, AND HOW COLLECTED?

E. HOW IS CCP PERFORMANCE EVALUATED AND BY WHOM; IF EVALUATION BY COUNTRY SUB-TEAM, EXPORT ACTION GROUP, ETC., WHAT WAS COMPOSITION?

4. STATE/COMMERCE REVIEW TEAMS WOULD WELCOME MISSIONS' FURTHER COMMENTS ON PILOT CCPS AND SUGGESTIONS FOR IMPROVING FY-1975 CCP CONTENT AND FORMAT. KISSINGER

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